

*a b*  
*gvc*

Please amend claim-23 as follows:

23 (Amended). The system of claim 21 wherein said storage further stores instructions that enable said system to control an initial graphical user interface displayed after booting said system.

Please amend claim 24 as follows: >

24 (Amended). The system of claim 23 wherein said storage further stores instructions that enable said system to control two graphical user interfaces displayed on said system after booting.

*C*  
Please amend claim 25 as follows: >

25 (Amended). The system of claim 24 wherein said storage further stores instructions that enable said system to prevent the two graphical user interfaces from being changed.

Please cancel claims 28-35.

#### REMARKS

Claim 1 has been amended to specify the customization of advertising services. This element was formerly in claim 7 that was not rejected. Therefore, claim 1 should now be in condition for allowance.

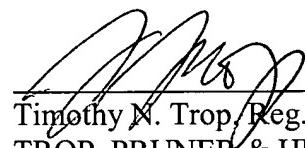
Similarly, the remaining claims should also be in condition for allowance.

Furthermore, it is noted that claim 6 calls for controlling the software and hardware that may be added to the user's system. No such feature is anywhere shown in the cited art.

In view of these remarks, the application should now be in condition for allowance and the Examiner's prompt action in accordance therewith is respectfully requested.

Respectfully submitted,

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## APPENDIX

Please amend claim 1 as follows:

1 (Amended). A method comprising:

providing Internet services to a customer through a service provider on behalf of a retail vendor;

[providing said services through geographical user interfaces provided by said service provider that include content related to products or services of said retail vendor;

preventing the customer from accessing said Internet services from said service provider without receiving said content related to products or services of said retail vendor;]

receiving information about the customer's preferences; and

[customizing the content provided to the customer based on this information.]

providing advertising based on the customer's preferences.

Please cancel claim 7.

Please amend claim 11 as follows:

11 (Amended). An article comprising a medium storing instructions that enable a processor-based system to:

provide Internet services to a customer through a service provider on behalf of a retail vendor;

[provide said services through graphical user interfaces provided by said service provider that include content related to products or services of said retail vendor;

prevent the customer from accessing said Internet services from said service provider without receiving said content related to products or services of said retail vendor;]

receive information about a customer's preferences; and

[customize the content provided to the customer based on said information.]

provide advertising based on the customer's preferences.

Please cancel claim 17.

Please amend claim 21 as follows:

21 (Amended). A system comprising:

a processor; [and]

a storage coupled to said processor, said storage storing instructions that enable the processor to obtain Internet services through a service provider on behalf of a retail vendor; and

[provide said services through graphical user interfaces provided by said service provider that include content related to products or services of said retail vendor; prevent accessing said Internet services from said service provider without receiving said content related to products or services of said retail vendor; and receive information about preferences and customize the content provided to the system based on said information.]

receive information about preferences and provide advertising based on the customer's preferences.

Please amend claim 6 as follows:

6 (Amended). The method of claim 1 including enabling said service provider to [provide remote maintenance for said processor-based system and to control the software and hardware added to said system] control the software and hardware added to a processor-based system used by the customer to access the Internet services.

Please amend claim 8 as follows:

8 (Amended). The method of claim 1 including receiving information about the customer's preferences on [said] a processor-based system coupled to said service provider over the Internet, forwarding said customer preferences to said service provider, causing said service provider to customize the content [to be] provided to the customer based on said information and forwarding said customized content to said processor-based system.

Please amend claim 23 as follows:

23 (Amended). The system of claim 21 wherein said storage further stores instructions that enable said system to control [the] an initial graphical user interface displayed after booting said system.

Please amend claim 24 as follows:

24 (Amended). The system of claim 23 wherein said storage further stores instructions that enable said system to control [the initial] two graphical user interfaces displayed on said system after booting.

Please amend claim 25 as follows:

25 (Amended). The system of claim 24 wherein said storage further stores instructions that enable said system to prevent the [initial] two graphical user interfaces from being changed.

Please cancel claims 28-35.